

## CLAIMS

What is claimed is:

1           1.     An apparatus for locally setting and storing customer  
2 preferences, comprising:  
3           a personal computer having a web browser and a messaging system;  
4           a computer peripheral device having a messaging system  
5 communicating with the personal computer;  
6           a reseller web server having a messaging system communicating with  
7 the personal computer, configured to capture customer preferences from a  
8 customer accessing the reseller web server to order consumables via the  
9 computer peripheral device; and  
10          a device manufacturer web server having a messaging system,  
11 communicating with the reseller web server and the computer peripheral device  
12 and operative to receive the customer preferences from the reseller web server  
13 and forward the customer preferences to the computer peripheral device using  
14 the messaging address for the computer peripheral device.

1           2.     The apparatus of claim 1 further comprising a network  
2 interconnecting the personal computer and the computer peripheral device.

1           3.     The apparatus of claim 1 further comprising a communication  
2 link interconnecting the personal computer, the reseller web server, the device  
3 manufacturer web server, and the computer peripheral device.

1           4.     The apparatus of claim 1 wherein the customer preferences are  
2 forwarded to the computer peripheral device, wherein the computer peripheral  
3 device comprises an embedded web server, and wherein the embedded web  
4 server forwards the customer preferences to the web browser of the personal  
5 computer via the messaging system.

1           5.     The apparatus of claim 4 wherein the web browser generates a  
2 consumable order message incorporating the customer preferences and forwards  
3 the consumable order message and customer preferences to a reseller to order a  
4 consumable that matches the customer preference.

1           6.     The apparatus of claim 5 wherein the web browser  
2 automatically generates the consumable order message in response to the  
3 computer peripheral device detecting a need to replenish a consumable and  
4 forwarding a notification to the personal computer indicating the need to  
5 replenish the consumable.

1           7.     The apparatus of claim 1 further comprising a device  
2 manufacturer web page provided on the device manufacturer web server and  
3 communicating with the personal computer and the reseller web server, and  
4 operative to provide a link to the reseller web server, wherein selection of the  
5 link to the reseller web server comprises another customer preference that is  
6 forwarded to the reseller web page, the device manufacturer web page, and the  
7 computer peripheral device.

1           8.     The apparatus of claim 1 wherein the web browser of the  
2 personal computer links with the embedded web server of the computer  
3 peripheral device to receive status information for consumable supplies on the  
4 computer peripheral device.

1           9.     The apparatus of claim 1 wherein the embedded web server of  
2 the computer peripheral device forwards a customer e-mail address to the device  
3 manufacturer web server along with customer preferences.

1           10.    The apparatus of claim 1 wherein the customer preferences  
2 comprises consumable order information.

1           11.    The apparatus of claim 1 wherein the reseller web server is  
2 further configured to capture customer profile data.

1           12.    A method for locally setting and storing customer preferences,  
2 comprising:

3                providing a personal computer having a web browser, a computer  
4 peripheral device, and a reseller web server, each having a messaging system for  
5 communicating therebetween;

6                notifying a user at the personal computer that a consumable needs to  
7 be ordered for a computer peripheral device having a messaging address;

8                submitting an order from the personal computer to a reseller web page  
9 including submitting the messaging address;

10               concurrent with submitting the order, recording preferences of the  
11 user submitting the order; and

12               forwarding the recorded preferences to the computer peripheral device  
13 using the messaging address.

1           13.    The method of claim 12 further comprising providing a device  
2 manufacturer web server and forwarding the recorded preferences and the  
3 messaging address to a web page for a device manufacturer web server.

1           14.    The method of claim 12 wherein submitting an order comprises  
2 first submitting ordering information and the messaging address from the  
3 personal computer to a device manufacturer web server indicating that a  
4 consumable needs to be ordered for the computer peripheral device at the  
5 messaging address, and secondly forwarding the ordering information and the  
6 messaging address to the reseller web page.

1           15.    The method of claim 14 wherein the device manufacturer web  
2 server comprises a reseller selection page.

1           16. The method of claim 14 wherein the reseller web page  
2 comprises a reseller shopping cart page that is launched from the reseller  
3 selection page in response to a user selecting a particular reseller.

1           17. The method of claim 16 wherein the device manufacturer web  
2 server comprises a device manufacturer landing page, and wherein a data  
3 stream from the embedded web server and ordering information entered by a  
4 user are attached as preferences and order information to the data stream.

1           18. The method of claim 12 wherein the reseller web page  
2 comprises a reseller shopping cart page, wherein the reseller shopping cart page  
3 gathers customer profile data with preferences and forwards the customer  
4 profile data with preferences to a device manufacturer web server, and wherein  
5 the device manufacturer web server generates and forwards a message  
6 comprising an e-mail to the embedded web server of the computer peripheral  
7 device using the messaging address, wherein the e-mail comprises customer  
8 profile data including preferences.

1           19. A method for locally setting and storing customer preferences,  
2 comprising:

3           providing a personal computer having a web browser, a computer  
4 peripheral device, a device manufacturer web server, and a reseller web server,  
5 each having a messaging system for communicating therebetween;

6           notifying a user at the personal computer that a consumable needs to  
7 be ordered for a computer peripheral device having a messaging address;

8           accessing the device manufacturer web server;

9           selecting a reseller from the device manufacturer web server;

10          accessing a reseller web page from the device manufacturer web  
11 server;

12          submitting an order from the personal computer to the reseller web  
13 page including submitting the messaging address;

14 concurrent with submitting the order, recording preferences of the  
15 user submitting the order; and  
16 forwarding the recorded preferences to the computer peripheral device  
17 using the messaging address.

1 20. The method of claim 19 wherein the device manufacturer web  
2 server comprises a reseller selection web page.

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